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TECHNOLOGICAL & MARKETING TRENDS

Abstract: *The article discusses technological as well marketing trends that allow to predict the development in the world. The aim of the work is to analyze progress in IT, how important are Social Media, to analyze the impact of GENERATION Z for employment. The logical chain of global trends that are popular in the world, the leadership positions of millennials is investigated. The conclusion is made about the importance of post-millennials - The younger generation will soon become your main target audience. The use of trends and targeting should start now.*

Keywords: *technological trends, marketing trends, generation Z, millennials, IT, marketing.*

A trend is a general direction into which something is changing, developing, or veering toward. The verb 'to trend' means to develop or change in a general direction

1. Facial coding - a technology for recognizing user emotions when viewing content.

It will help make the content more personalized. A study is conducted in which, when watching a video, peaks of the viewer's attention are read out and a positive or negative reaction is analyzed.

The data is used in targeting to understand which audience the content is visiting.

2. Lifecycle marketing

An approach in which a digital marketing strategy is built in terms of customer-company interaction. As most companies represent the client's way now: advertising - click on the site - purchase. Lifecycle marketing studies the client's path in more detail with all doubts and their reasons, stop factors and motives to return to the site.

What is the main difference from the usual interaction strategy?

The main difference is that Lifecycle marketing in Central Asia does not see an abstract socio-demographic group, but each real person individually with his own interests and client experience. Based on this, communication is built. All messages that a person receives are interconnected and logically complement each other, correspond to the stage of interaction with the company.

A customer who has already made a purchase will not receive a message with a welcoming acquaintance or an offer that he has already studied.

3. Gamification and Interactive

Brands are already creating their games, tests and interactive creativity, useful (educational) advertising content, and hold festivals. In 2019 Instagram blew up AR masks. Brands actively used this.

AR-fitting rooms. This has already been created by Lamoda together with Wannabe (startup from Google & Yandex developers). In Wanna Kicks (the so-called application), you can try on sneakers before buying.

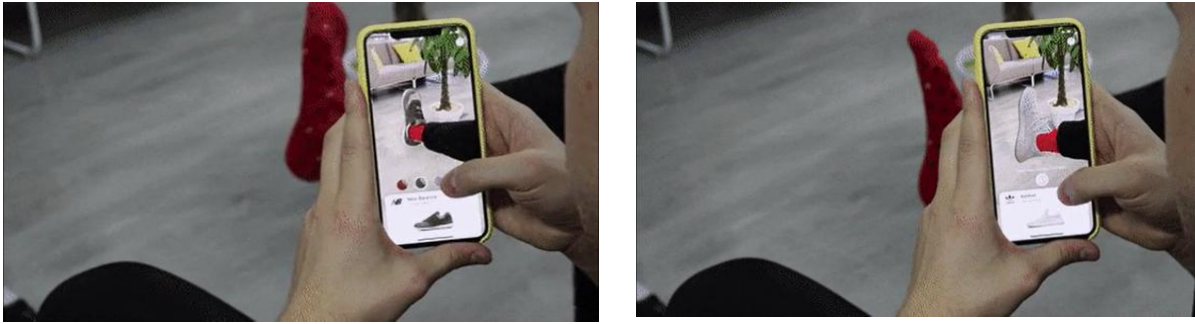


Figure 1 - Wanna Kicks application

4. Chat bots and modern marketing trends

Chatbots have already joined the ranks of marketing trends last year. However, by 2022, the estimated amount that chatbots can save companies will reach \$ 8 billion a year.

Chatbots are ideal for customer service and answering simple questions, such as “When will I receive my package”, “How can I get to you” and so on.

In addition to this, you can use bots to keep potential customers informed about promotions and other events, help make purchases, and schedule meetings.

5. Video content

The modern person has an extremely low level of concentration: he would rather prefer watching a video than reading a post. Already, brands record life hacks, ratings and other interesting information - everything that can fit in a 2-3 minute video. It is worth considering one important point: give the consumer what he wants, when he wants it and in the form in which he wants. Video content is incredibly successful. For example, adding a short video to an email newsletter increases the conversion rate from email by 200-300 percent.

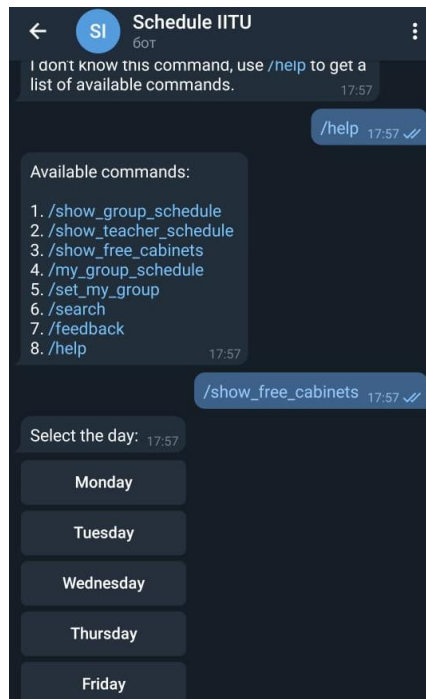


Figure 1 – IITU Schedule

6. Post-millennials (Generation Z) will be the main target of marketing impact

The younger generation will soon become your main target audience, so you need to start working with it now, only then you can keep it near you for the longest possible time. In order for your com-

pany and its products to remain in the trend for “post-millennials”, it’s worth starting right now to conduct close regular targeting of this audience (Internet activity, interests, habits, buying behavior) and determine the methods, ways, ways and channels of winning it customer interest. It won’t be difficult for you, because this audience has been familiar with the Internet from the cradle for a long time and has “stuck” tightly in social networks, and also can’t imagine its life without smartphones and other “advanced” gadgets.

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Технологические и маркетинговые тренды

Аннотация. В статье рассматриваются как технологические, так и маркетинговые тренды, позволяющие прогнозировать развитие в мире. Целью данной работы является анализ прогресса в области ИТ, насколько важны социальные сети, анализ влияния GENERATION Z на занятость. Исследована логическая цепочка популярных мировых тенденций, лидерских позиций тысячелетий. Делается вывод о важности пост-тысячелетия - молодое поколение скоро станет вашей основной целевой аудиторией. Использование трендов и таргетинга должно начаться сейчас.

Ключевые слова: технологические тренды, маркетинговые тренды, поколение Z, миллениалы, информационные технологии, маркетинг.

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Технологиялық и маркетинг трендтер

Түйіндеме: Мақалада әлемдегі дамуды болжауға мүмкіндік беретін технологиялық және маркетингтік бағыттар қарастырылады. Бұл жұмыстың мақсаты - ИТ саласындағы прогресті, әлеуметтік желілердің қаншалықты маңызды екендігін және жас ұрпақтың жұмыспен қамтуға деген әсерін талдау. Танымал әлемдік трендтердің, мыңжылдықтардың көшбасшылық ұстанымдарының логикалық тізбегі зерттелді. Мыңжылдықтан кейінгі кезеңнің буынның маңыздылығы туралы қорытынды жасалады, жақында жас ұрпақ сіздің басты мақсатты аудиторияңыз болады. Трендтер мен мақсаттандыруды қолға алу қазірден басталуы керек.

Түйін сөздер: технологиялық трендтер, маркетинг трендтер, Z ұрпағы, миллениалдар, ақпараттық технологиялар, маркетинг.

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